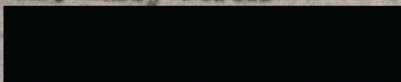


July 29, 1966

Mr. Larry Porter


Dear Mr. Porter:

A copy of your critique was forwarded to us by Matt Rothert. We have read it with considerable interest and many of your statements have great merit.

We do feel, however, that your understanding of the total purpose of National Coin Week is not entirely complete. This is only our opinion, not necessarily the ANA's, but we believe that NCW is the one opportunity of the year when the individual coin collector can really make himself heard. We also feel that the members and their love of collecting are the ANA's most effective publicity.

The Activity Reports which are published in the Numismatist cover only a fraction of the actual participation in NCW. We can only report what is reported to us; but you know, as we do, that many clubs have a regular NCW program which they implement each year. Our aim this year is to improve reporting so that we may better gauge the total effect of National Coin Week.

Work was begun on a Presidential Proclamation by Lois Otis in 1965 and 1966. This effort is being continued this year with as yet undetermined results, but we have high hopes for accomplishing this goal through the ANA's Washington representatives.

While the system now being used may not be the best, it is effective to a degree which cannot be denied. As an example, we know of one club that had over 1,000 column inches of free newspaper publicity promoting numismatics in less than a three-month period. Professional methods such as you suggest implementing are not often accomplished without substantial use of funds.

Numismatics is a non-profit activity for most of us, but there are those who gain financially through the growth of the hobby. This makes NCW a little more difficult to "sell for nothing" than, let us say, National Library Week or National Education Week. National Coin Week is supported by unpaid volunteer help. The primary expenses are for correspondence and awards. We believe the ANA is receiving a tremendous return on its investment.

Larry Porter, July 29, 1966, page 2

In contradiction to your initial paragraph 3: We feel that the system in general is good and the method should be expanded to achieve even greater results.

To sum up, NOW is as much a means of expression for our members as it is a public relations activity for numismatics. All of your suggestions are being considered, however, and will be retained in our records to be passed on to next year's chairman.

Thank you very much for your interest in the Coin Week program. We are looking forward to seeing your winning scrapbook at the Chicago Convention.

Sincerely yours,

Rick & Virginia Bronson

cc: Matt Rothert

*From Matt to
The Bronson*

MR. LARRY PORTER

THINK BIG -- ACT BIG -- GET BIG

This is a critique on National Coin Week.

1. The purpose of NCW is to publicize the ANA and the hobby of coin collecting.
2. The method is competition among coin clubs and individual members.
3. The result is that scattered information is disseminated by groups and individuals who present a variety of ideas over various publicity media, some good and some bad, depending on the ability of local clubs and individuals.

This system is bad and the method and results should be discontinued.

National Coin Week could and should be handled in the following manner:

1. The purpose is the same.
2. The method changes. The Chairman of NCW should be empowered with complete authority to initiate the following publicity campaign with full approval and financial backing of the officers and board of the ANA.
 - A. A request should be made to Congress by ANA to pass a resolution requesting the President to proclaim NCW. This should be done far enough in advance to permit passage of such a resolution and such proclamation to appear in publicity media at the start of NCW. *We can get S.W. Freeman, our Wash. Ed. Comm. man to work on this if you* Club and individual members of ANA should be notified of such request and asked to start a letter-writing campaign to their congressmen requesting passage of such a resolution.
 - B. The head of the U. S. Banking Association should be requested to promulgate information on NCW and should request members of the National association to cooperate with local clubs and individuals and publicize NCW, not only by displays in banks, but by individual local banks advertising such displays in local publicity media during NCW.
 - C. Heads of CBS, NBC, and ABC should be contacted to disseminate information on NCW from the top to member radio and TV stations asking their cooperation in publicizing NCW at a local and national level all during NCW.
 - D. Heads of newspaper chains (I mean the owners - the ones who have the say) should be sold on ordering their papers to publicize NCW at a local level. UPI, INS, and other independent news agencies should be contacted with the same view in mind. The same for radio chains.
 - E. National Hotel and Motel associations should be contacted and requested to publicize NCW. They get the gravy whenever coin shows and conventions are held. Let them bear some of the burden of advertising the hobby.

like the idea, write him. Matt.

- F. Since it is to the selfish interest of the manufacturers of coin supplies, dealers in coins, and coin publications to increase and enlarge the hobby of coin collecting, they should be requested and urged to advertise in local news media during NCW other than coin publications.
- G. To remove any possible taint of commercialism from NCW, the rule for bourse dealers at coin shows and conventions should be that they are housed separately from exhibits and meeting halls. I would go so far as to recommend that the ANA and local organizations discontinue control of bourse dealers altogether. Let them know that such a show or convention is being held. But let them secure their own space and security much in the same manner that a carnival is a part of a county fair but is separate and distinct. The intelligent dealers will still contribute to or even subsidize local shows to some extent. They know that as the hobby grows, they will benefit. Dealers will then submit non-competitive exhibits with the realization that they can label their wares and get advertising from such shows.
- H. Local clubs and individuals will participate by exhibiting their material in banks with the proper security, by giving educational talks to schools (the best audiences and the best potential), and by appearing on local radio and TV if requested by the local stations. A certificate of appreciation to every club and individual providing an exhibit, talk, radio, TV, and newspaper interview (and a separate certificate for each separate talk, exhibit, or interview) should be awarded to each club or individual and the local participating media.

A simple write-up of such publicity by the local club or individual supported by letters, photos, and newspaper clippings could be judged for national competition and area or state awards made to local clubs and individuals for best of each state.

Cut down the classes for entries to clubs under 100 members and clubs over 100 members and individuals. Three classes. An award should be made for foreign entries, even if only one entry comes in from a foreign country.

Competitive NCW activities should be confined to the week prior to, the week of, and the week after NCW. Letters and time spent prior to NCW during the year in arranging for such publicity could be counted. And letters to Congressmen on any subject of numismatics could be counted.

3. The result of this proposed method would be tremendous. Concerted information would result in widespread understanding of the hobby.

The policy of letting the local club or individual plan and execute a NCW program is basically peer. This should be organized and promulgated from the top with participation from the club and individual after he knows what the policy is.

*I'm busy with Furniture Markets & have not had time to study this but wanted you to have a copy, but I do not agree with all of it.
Matt.*